



EntrepreNews & Views

Building Tomorrow's Economy

Entrepreneurship Everywhere !

By Dr. Cathy Ashmore

"Entrepreneurship Everywhere" as a lifelong learning process is our VISION, and helping educators to make it happen is our MISSION!

In 2007 the Consortium was asked to be part of the Youth Enterprise Strategy Group (YESG). The Aspen Institute and the National Foundation for Teaching Entrepreneurship (NFTE), in partnership with E*Trade Financial, created this educational public policy initiative. It is being chaired by Stephanie Bell-Rose (Goldman Sachs Foundation) and Thomas Payzant (Harvard Graduate School of Education) to develop a concrete viable strategy to advance the teaching of entrepreneurship (especially in Title I high schools) and to prompt public discussion and action to increased numbers of high school students from low income communities.

This initiative fits perfectly with the mission and goals of the Consortium for Entrepreneurship Education as a significant movement to put top educational leaders to work to make it happen. Although the YESG focus is on high school, the Consortium has long supported the growth of entrepreneurship education for all grades to build the pipeline of future entrepreneurs as an important part of entrepreneurship as a lifelong learning process.

As part of the Celebration for National Entrepreneurship Week in February 2008, YESG held a Public Policy Briefing Breakfast at the Aspen Institute in Washington DC. Some of the key speakers included Charles Hiteshow (America's Promise), Anoop Prakash (U S Small Business Administration), Dane Linn (National Governors Association), Mike Caslin (NFTE) and Kelvin James (E*Trade Financial).

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WOW! The 2nd National Entrepreneurship Week SIZZLED!

The Support of our Many Sponsors, Members, State Leadership Teams and Networks Nationwide Made a Huge Difference in the Impact of the 2nd National Entrepreneurship Week. THANK YOU!

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Ohio's Entrepreneurship Coalition built state-wide support and celebrated on Feb 25 with an EntrepreneurExpo in the State Office Building and an Electronic Sign on High Street for a whole week.

The US SBA sponsored two "Extreme Entrepreneurship" Workshops in DC as part of the DC Launch sponsored by the NFIB Young Entrepreneur Foundation.



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is committed to entrepreneurial excellence.

Membership is open to all who see entrepreneurship education as a priority.

Benefits to members include...

- **networking with leaders nationwide**

- **conducting professional development forums and workshops**

- **developing and sharing new materials**

- **identifying young entrepreneurs as role models, and**

- **providing centralized information access to educators**

For more information about the Consortium please contact . . .

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Consortium for Entrepreneurship Education

* **Many National Entrepreneurship Week contributors nationwide**

Entrepreneurship Everywhere (continued from page 1)

The Consortium was asked to address the "Critical Elements of Effective Entrepreneurship Education". Our remarks primarily pinpointed the needs of teachers to effectively educate and motivate young people to take advantage of an education that prepares them for the real world of today...and the future.

Do you agree on the importance of the following 10 Critical Elements for Success?

1. Learning through real world experiences—trial and error, not just reading a textbook.
2. Starting in elementary schools (as a lifelong learning process) to develop an entrepreneurial mindset — we don't become good drivers the first day we get behind the wheel.
3. Discovering opportunities everywhere—in every industry and career area.
4. Practicing creative thinking - how to do something better or in a new way.
5. Encouraging students to ask questions and solve problems on their own. Modern communications technology makes it easier than ever before.
6. Involving entrepreneurs and business people as mentors for students.
7. Infusing entrepreneurial concepts into all academic disciplines.
8. Spreading the understanding of how entrepreneurship creates wealth...and builds our American economy.
9. Finding school administrators that will support educational change....integrating entrepreneurship across the curriculum.
10. Encouraging young people to stay in school with the help of their parents cooperating to motivate youth to find and use their personal abilities and "passions".

We ended by saying that "Helping teachers at all levels is our most important mission!"

For information about the YESG project contact yesg@nfte.com
Check details on the website at www.aspeninstitute.org

Delaware State Leadership Team formed their statewide support organization called CODE (Coalition of Organizations Developing Entrepreneurship). For their Kickoff to the WEEK Delawareans were invited to network, discover local resources, and get their questions answered at a half day seminar on business startup and growth.



North Carolina's McDowell Technical Community College celebrates National Entrepreneurship Week.

Local Mayor and McDowell County Commissioners welcome the celebration Youth Entrepreneurship Day that was held at McDowell Technical Community College. They hosted high school and middle school students and gave them an introduction to entrepreneurship, talked with them about entrepreneurship as a career and let them simulate starting their own business.



The University of Pittsburgh, Bradford, Pennsylvania celebrated National Entrepreneurship Week with SBA. Two alumni entrepreneurs, Donald Kemick and Jeremy Callinan, received the 2008 Entrepreneurial Excellence award, presented by the Pittsburgh regional office of the SBA (Small Business Administration) and the university's Entrepreneurship department.

NATIONAL ENTREPRENEURSHIP WEEK 2008 was FANTASTIC!

AL - David Ford reports that 2008-2009 is The Year of Entrepreneurship at The University of Alabama. (as set by the president). They also have an Entrepreneurship Council made up of faculty and administrators from all divisions of the school. [Arts and Sciences, Business, Education, HES, Engineering, etc.] who meet monthly to determine how to get the concepts of creativity/innovation and other facets of entrepreneurship out to all students. Each school had a day during the WEEK and had some great programs. The University now has an ENT Certificate program and a new Alabama Entrepreneurship Institute.

CA - Tune into the interviews with elementary school entrepreneurs from the Live program from Ivy Academia, a K-12 Charter School in Woodland Hills, CA. Ivy Academia is a PreK-12th Entrepreneurial Public Charter School specializing in teaching 21st century skills. <www.NationalEweek.com/>



Bank Tellers – Lauren Hasserjian and Colton Crawford, fourth grade students at Ivy Academia Entrepreneurial Charter School watch their companies' bottom lines. During Ivy Community, student business owners practice all elements of corporate operations, from Finance to Human Resources and Real Estate. Alex Faber, a fourth grade student-entrepreneur at Ivy Academia, balances her checkbook.

NE - Lincoln Public Schools prepare to be featured on the Summit 2008



Tune in to the Summit Archives at
www.NationalEweek.com/summit

MI - Entrepreneur Hall of Fame in Generation E Schools!

Entrepreneurship class students researched local entrepreneurs. They then designed a display wall to recognize and honor these entrepreneurs. The wall display included the entrepreneurs' pictures and a short write up about the individual. The governor's proclamation was also displayed.



Florida Student Surprise

Consortium member, National Council on Economic Education, found that one of their contest winners was from another Consortium member organization.....Buchholz HS Academy of Entrepreneurship



Doug Wetzel is the winner from Florida for the National Council on Economic Education's essay contest in celebration of National Entrepreneurship Week. Students were asked to write a 500 word essay about an entrepreneur from their state whom they felt deserved recognition. Doug, a 9th grade student, wrote his essay on Anthony Rossi, the founder of Tropicana. He is a student in Mrs. Sandra Yancey's class in the Academy of Entrepreneurship at Buchholz High School.



ND - North Dakota Governor John Hoeven was joined by 5th grade students from St. Joseph Elementary School, as well as representatives from North Dakota DECA, North Dakota Career and Technical Education and Marketplace for Kids for the signing of the Proclamation declaring February 23-March 1, 2008 as Entrepreneurship Week in North Dakota.

Thanks to governors joining with Proclamations for the WEEK:

AK - Governor Sarah Palin, AZ- Governor Janet Napolitano, CT - Governor M. Jodi Rell, DE - Governor Ruth Ann Minner, IL - Governor Rod R. Blagojevich, and Chicago Mayor Richard M Daley, IN - Governor Mitchell E. Daniels, Jr., KY - Governor Steven Beshear, ME - Governor John E. Baldacci, MI - Governor Jennifer M. Granholm, NM - Governor Bill Richardson, ND - Governor John Hoeven; OH - Governor Ted Strickland, and Senator Sherrod Brown, PA - Lt. Governor Catherine Baker Knoll, and Governor Edward G. Rendell , SC - Governor Mark Sanford, SD - Governor M. Michael Rounds, WA -Governor Christine O. Gregoire', WV - Governor Joe Manchin III.

BONUS ACTIVITY**ASK the ENTREPRENEUR*****EntrepreNews & Views***

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Overview:

Most people have not thought about neighbors and friends they know that are running their own businesses....but they are everywhere. Students can learn much about business strategies from the entrepreneurs in their communities, their state and throughout the world.

This activity will focus on developing personal management and leadership skills essential to those who develop, own and operate businesses. Students will connect with entrepreneurs who will respond to questions developed by the students related to the chosen Leadership skills. Oral communication skills, writing skills, technology skills as well as project planning skills will be developed and/or enhanced as each student completes this activity.

Entrepreneurship Objectives Addressed:

This learning activity focuses students on the personal management and leadership performance indicators from the National Content Standards for Entrepreneurship listed below:

Personal Management

- B.17** Maintain positive attitude
- B.18** Demonstrate interest and enthusiasm
- B.19** Make decisions
- B.20** Develop an orientation to change
- B.21** Demonstrate problem-solving skills
- B.22** Assess risks
- B.23** Assume personal responsibility for decisions
- B.24** Use time-management principles
- B.25** Develop tolerance for ambiguity
- B.26** Use feedback for personal growth
- B.27** Demonstrate creativity
- B.28** Set personal goals

Leadership

- B.01** Demonstrate honesty and integrity
- B.02** Demonstrate responsible behavior
- B.03** Demonstrate initiative
- B.05** Exhibit passion for goal attainment
- B.06** Recognize others' efforts
- B.07** Lead others using positive statements
- B.08** Develop team spirit
- B.09** Enlist others in working toward a shared vision
- B.11** Value diversity
- B.12** Describe personality traits desirable for entrepreneurs

**** This bonus activity is designed to be clipped from the newsletter and used in the classroom. Feel free to share with others.

ASK the ENTREPRENEUR! (Continued from page 4)

Student Information:

Students should develop questions that they would like to ask entrepreneurs related to the above personal management and leadership performance indicators. For example students may use a lot of “How do you ...(insert performance indicator)... in your business?” type questions. Students may develop questions on their own, with a partner or in teams. Listing the questions under the performance indicators will allow student to link more effectively what the entrepreneur tells them with the indicators entrepreneurs provided in the content standards. Students should identify entrepreneurs that they wish to visit with in order to ask the questions they have developed. They should identify entrepreneurs in their community, within their state, and anywhere in the world so that they can make an initial contact (appropriate contact information required) with them to determine how and when the students can interact .

When students make contacts with the entrepreneurs they should ask for a time to visit, either face to face or by phone or by e-mail which ever is most convenient to the entrepreneur. The student(s) should accept the responsibility to follow through with the visit as arranged with the entrepreneur. No matter which way the questioning is conducted, the student should realize that they should handle the interview in a professional manner and be sure to thank the entrepreneur for their time and mentoring assistance.

Once the interviews are conducted with numerous entrepreneurs the student should consolidate their answers to the various questions asked so that they can easily be reported to others and also analyze them in relation to the performance indicators to determine what key things they learned to assist them in their future entrepreneurial endeavors.

Learning Manager Ideas:

Students will be able to do their best work when this assignment is provided with a due date several weeks in advance to allow question development, establishing appointments, conducting interviews, response analysis, and report development time.

- Direct students to write out all the questions they will ask to each entrepreneur to ensure that students are communicating appropriately and to ensure that the students are prepared for the visits with the entrepreneurs. If possible students should use computers to organize their questions to allow them to develop/enhance writing and computer skills.
- Have students in a class put all their proposed questions into one document so that all students have access to a range of questions. Interviewers will select the most appropriate questions for the entrepreneur they interview.
- Provide time for students to perform mock interviews asking fellow students or others the questions they have developedto refine the questions and to enhance their questioning techniques.
- Require students to develop a report sharing the questions they developed, the entrepreneurs they interviewed and the conclusions they drew from the information they gained from the interviews. If possible students should use computers to organize their reports to allow them to develop/enhance writing and computer skills.
- Develop a rubric to guide students and allow the teacher to evaluate the student's work. The rubric should focus on the processes used in the learning activity that relate to the acquisition of personal management and leadership.

Mentors for the Future

Enjoy observing the development of the students and capitalize on the involvement of the entrepreneurs with your classroom. Linkages built with this learning activity can provide mentors for current and future students as well as providing creditability to your classroom for providing relevant instruction and building relationships with community leaders. Ensure that your rubric holds the learners to a rigorous standard and you will have a learning activity that is focused on the new 3R's!

WANT TO HEAR ABOUT ENTREPRENEURSHIP FROM THE STUDENTS AND TEACHERS?

Now you can check out the wealth of interviews and entrepreneurship program videos available from the Summit 2008 week sponsored by Cisco. Select the programs you want to view on our website at

National E Week: www.NationalEweek.com/summit

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26th Annual Entrepreneurship FORUM

Austin, Texas

**Check out the conference
details on our website**

www.entre-ed.org/_network/forum.htm

Dates to remember:

- ✓ **Early-bird special rate for registration - 9/22/08**
- ✓ **Teacher Scholarship applications due - 9/22/08**
- ✓ **Teachers' Deadline for \$3,000 Grants 10/6/08**
- ✓ **Deadline for special Sheraton Hotel rate - 10/20/08**
- ✓ **Conference registrations and payments due 11/4/08**

**JOIN US FOR A BUFFET OF ENTREPRENEURSHIP
EDUCATION PROGRAM SHARING FOR ALL LEVELS...**

K-12, College, Adult, Community Development, Leadership

OTHER CONFERENCES OF NOTE. . .

International Conclave Conference -

June 21 - 25, 2008, Portland, OR. Contact Carmel Martin for information...800.448.0398 x211 or <Carmelm@mark-ed.org>

Real World Learning for the Global Child -

16th Annual Conference sponsored by MicroSociety, June 29 - July 2, 2008, San Diego, CA, Details at <www.microsociety.org>

Global Youth Enterprise Conference, sponsored

by Making Cents International, September 15-16, 2008, Washington DC. For information: <www.youthenterpriseconference.org>

6th Annual NACCE Conference - Educate your Future

Entrepreneurs. January 4 - 7, 2009 in Anaheim, CA. Contact <www.nacce.com>

USASBE 2009 Conference- Advancing Entrepreneurship

- January 8 - 11, Anaheim Hilton, CA
Contact <www.usasbe.org>

3rd National Entrepreneurship Week -

February 21 - 28, 2009...Plan Now for Great Events
and stay tuned "Year Round" www.NationalEweek.com